

Farming for the Farmers Market and Other Direct Marketing Opportunities

By
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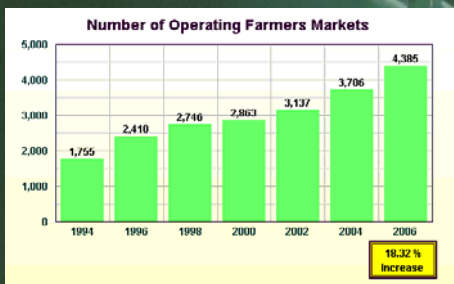


Growing Interest in Direct Marketing of Products

- Small Farms and Acreages
 - Increased interest in food safety, the environment, and alternative agriculture
 - Locally grown
 - Organically grown
 - Dissatisfaction with low commodity prices
 - Reduction of the physical distance between farms and consumers



Growth of Farmers Markets in U.S. (USDA)



Increasing Number of Farmers Markets in Urban Areas

- Omaha, Lincoln, and other metro areas are showing increased interest
 - Consumers are wanting access to locally grown foods
 - Village Point Farmers Market in Omaha
 - Program began in 2006
 - Very well received
 - Bancroft Street Farmers Market in South Omaha
 - Will begin in 2007
 - Located at 10th and Bancroft Street



Direct Marketing to Institutions

- Many restaurants and educational institutions are looking for locally grown foods
 - Metro Community College in Omaha
 - Upscale restaurants are also looking
- Example: UNL Dormitories are providing locally grown food once a month at selected dorm cafeterias.
 - Program is well received by students
 - Need more producers to expand these offerings.



Nebraska Food Cooperative

- Program to serve as a market for consumers and farmers providing locally grown foods.
- Program that is computer orientated
 - Consumer can order particular produce from a particular farmer
 - Based on a similar program in Oklahoma
- Demand is high, but currently the need for producers is holding back the program.



Growers Needed

- More growers are needed to satisfy this demand for locally grown, sustainable produce.
- Purpose of the program today is to encourage you as an acreage owner to look into utilizing your land for food production to be sold locally.

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Questions?

- Encourage your participation by asking questions of our group
- Please let your room host know if you have a question to ask. He or she will in turn get the question to us for answering.
- We would like to make this program as informal as the technology will allow

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Introduction of Speakers

- Charuth Loth –
 - Charuth and her husband Kevin own and operate “Shadowbrook Farms”
 - Have had vast experience in Farmers Markets and Direct Marketing to Consumers.
 - Charuth is a recipient of a SARE Farmer/Rancher Grant to make cheeses.

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Introduction of Speakers

- Paul Rohrbaugh
 - For the past eight years, Paul has been the executive secretary for the Nebraska Sustainable Agriculture Society (NSAS)
 - Has been active in the Haymarket Farmers Market in Lincoln
 - Has a thriving business in direct marketing of poultry and beef products

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References

- Wide variety of references for anyone interested in direct marketing
- Direct Marketing (ATTRA)
 - Publication on Direct Marketing Alternatives
 - <http://www.attra.ncat.org/attra-pub/PDF/directmkt.pdf>
- Marketing Strategies (SAN Publication)
 - <http://www.sare.org/publications/marketing/index.htm>

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References

- USDA Publications on Direct Marketing
 - <http://www.ams.usda.gov/directmarketing/publications.htm>
 - Provides a wide variety of USDA publications on direct marketing opportunities.

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